POPULATION EDUCATION & RURAL DEVELOPMENT

Paper- IV, Sem-II

Unit- III
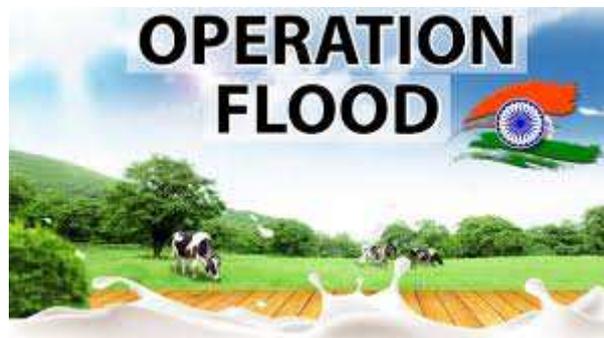
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Operation Flood

The Operation Flood, also known as White Revolution in India was launched in 1970s to make India self dependent in milk production. Dr Verghese Kurien is known as the father of The White Revolution in India. White Revolution is associated with a sharp increase in the milk production. Operation Flood has helped dairy farmers direct their own development, placing control of the resources they create in their own hands. A National Milk Grid links milk producers throughout India with consumers in over 700 towns and cities, reducing seasonal and regional price variations while ensuring that the producer gets fair market prices in a transparent manner on a regular basis.

India is the largest milk producing country in the world. India has low Milk productivity as compare to western countries; still it tops the list of largest milk producing country in the world because of the larger number of cattle in the country. Uttar Pradesh, Rajasthan, Andhra Pradesh, Punjab and Haryana are the major milk producing states in India. India is also the largest producer of buffalo milk in the world.


Contribution of State in Milk Production in India

Other States (18.6%)
Uttar Pradesh (17.6%)
Bihar (5.1%)
Tamil Nadu (5.2%)
Haryana (5.3%)
Maharashtra (6.5%)
Madhya Pradesh (6.6%)
Punjab (7.3%)
Gujarat (7.7%)
Andhra Pradesh (9.6%)
Rajasthan (10.5%)
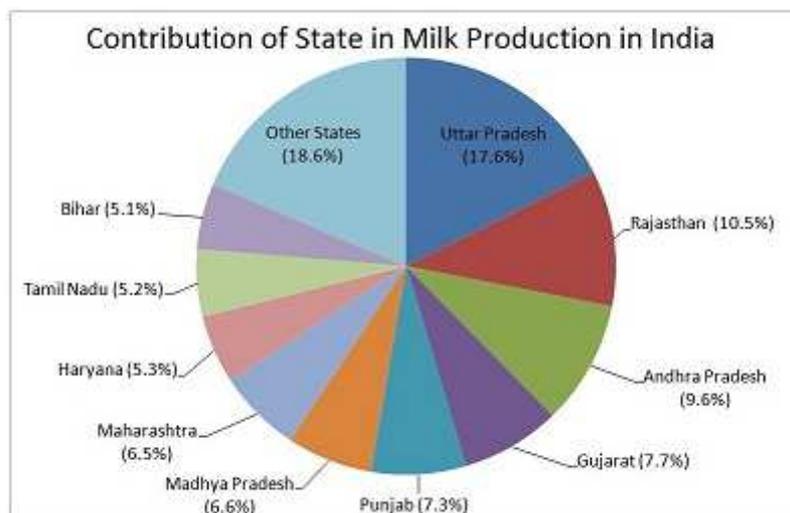
History: During the 1964-65, Intensive Cattle Development Programme (ICDP) was introduced in the country in which a package of improved animal husbandry was given to cattle owners for promoting the white revolution in the country. Later on to increase the speed of the white revolution, a new programme named "operation flood" was introduced in the country by the National Dairy Development Board.

Objective: Operation Flood's objectives included:

- Increase milk production ("a flood of milk")
- Augment rural incomes
- Reasonable prices for consumers

- To create a 'flood of milk' across the country
- To facilitate long term investment in dairying and cattle development
- To reduce the cost of milk for consumer and to increase the share of milk price obtained by producer
- To ensure availability of efficient personnel to manage and control every facet of the program
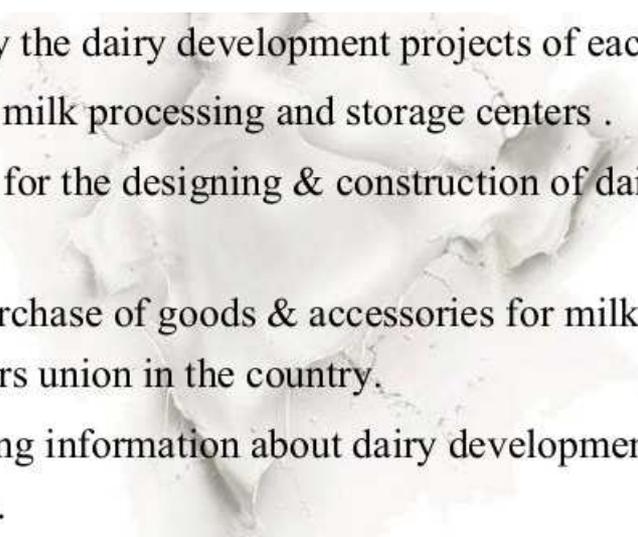
▶ To study the dairy development projects of each state.

▶ To start milk processing and storage centers .

▶ To help for the designing & construction of dairy plants.

▶ Bulk purchase of goods & accessories for milk producers union in the country.

▶ Supplying information about dairy development projects.

Features behind the success of 'Operation Flood'

- Adoption of new methods in the case of cattle in animal husbandry.

- Changing the composition of feed ingredients in different proportions.

The operation flood was launched in three phases:

Phase I (1970–1980) was financed by the sale of skimmed milk powder and butter oil donated by the European Union (then the European Economic Community) through the World Food Program.

Phase II (1981–1985) increased the milk-sheds from 18 to 136; urban markets expanded the outlets for milk to 290. By the end of 1985, a self-sustaining system of 43,000 village cooperatives with 4,250,000 milk producers were covered.

Phase III (1985–1996) enabled dairy cooperatives to expand and strengthen the infrastructure required to procure and market increasing

volumes of milk. This phase added 30000 new dairy cooperatives which led to 73000.

Dr. Verghese Kurien is called the father of white revolution in India. India produces around 17% milk of the world. About 80% of the milk production in the country is in the organized sector while the remaining 20% is shared equally by the cooperatives and private diaries.

In India, over 1.50 lakh village level diary cooperative societies, spread over 265 districts in the country, collects about 26 million litres of milk per day.

At the conclusion it can be said that this operation was launched to help farmers to ensure their own development, placing control of the resources they created by their own hands. All this was **achieved not merely by mass production, but by production by the masses.**